

Jeff Briggs

From: Laurie Goldman <laurielgoldman@earthlink.net>
Sent: Monday, February 29, 2016 1:22 PM
To: lisa@mediadistrict.org; Jim Omahen
Subject: Thursday PLUM agenda

Importance: High

Howdy!

Because Ruben may have a conflict, please add Mark Edwards and Michael McLean in addition to the Ruben on the agenda for the Neighborhood Integrity Act Initiative.

Also, please email them the agenda:

Mark Edwards emailyavin@gmail.com

Mike McLean mike@methodcampaigns.com

Thank you!

Laurie



Goldman Organization

Laurie Goldman, President

8391 Beverly Blvd., Suite 327

Los Angeles, CA 90048

(T) 310.274.8682 (F) 310 274.8627

(E) laurielgoldman@earthlink.net



Friends of the Hollywood Central Park

Laurie L. Goldman, President

1680 North Vine Street, Suite 1000

Hollywood, CA 90028

(T) 310.274.8682 (F) 310.274.8627

(E) laurie.goldman@hfcg.org or laurielgoldman@earthlink.net

<http://hollywoodcentralpark.org>

[Facebook](#) [Twitter](#)

Jeff Briggs

From: Laurie Goldman <laurielgoldman@earthlink.net>
Sent: Friday, March 04, 2016 9:17 AM
To: lisa@mediadistrict.org; Jim Omahen
Subject: Draft Agenda for 3-10-16 EC Meeting
Attachments: Draft 3-10-16 EC Agenda.docx

Good morning!

Attached please find my draft agenda for next week's EC meeting – please feel free to add to it. Also when you send out the notification, please note meeting time change to 9:00 AM for this meeting only.

I've reached out to Jill Stewart this morning – waiting to hear back.

Hugs,
Laurie



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[Jim – please format with standard agenda text ☺]

- I. Call to Order/Welcome/Introductions
- II. Public Comment for items not on the agenda
- III. 2016 Executive Committee Meeting Schedule changes/updates and Meeting Calendar
- IV. HMD Committee Updates:
 1. Finance, Chair Jeff Luster
 - (a) State of California monies owed to HMD, 2005-2013
 2. Ad-Hoc Bylaws , Chair Wil Anabel
 3. Ad Hoc Website, Chair JL Singer
 4. PLUM Committee, Co-Chairs David Bass and Ferris Wehbe (Lisa to report)
 5. Clean Committee, Chair Ron Groeper
 6. Safe Committee, Chair, Carol Cassella
- V. Board Retreat – Discussion, Carol and Laurie
- VI. March Board Agenda items, Lisa
 - a. Committee Reports
 - b. Possible traffic/parking analysis of HMD
 - c. Guest speaker
- VII. Old Business

(to discuss, but NOT TO INCLUDE ON THE AGENDA)

 1. Code of Ethics/Document Retention/Whistle Blower
 2. Increase BID Boundaries
 3. Assessment Increase
- VIII. New Business

HMD event – Discussion, Carol and Laurie
- IX. Adjournment, next meeting April 14th

Jeff Briggs

From: Media District <lisa@mediadistrict.org>
Sent: Friday, March 04, 2016 1:01 PM
To: Laurie Goldman
Cc: Jim Omahen
Subject: For your Review and Approval - Draft Executive Committee Agenda Thursday March 10th at 9:00am
Attachments: Executive Committee Mtg, 3-10-2016 Agenda DRAFT.docx

Dear Laurie:

Based upon your draft here is the Executive Committee Agenda for your approval and if any changes.

Let me know

Thanks

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
(323)860-0025 Direct
(323)860-0026 Fax

MediaDistrict.org

**HOLLYWOOD MEDIA DISTRICT BID
MEETING OF THE EXECUTIVE COMMITTEE**

Musicians Union - Hollywood, California
Thursday, March 10th, 2016 9:00AM

MEETING AGENDA

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

- I. Call to Order/Welcome/Introductions
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- VI. March Board Report Agenda Items, Executive Director
 - a. Committee Reports
 - b. Possible traffic/parking analysis of HMD
 - c. Assessment Increase
- VII. Old Business
- VIII. New Business
- IX. Adjournment, Next Meeting April 14th

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting Jim Omahen, Operations Manager, at ph. 323.860.0088, fax 323.860.0089, or email jim@mediadistrict.org.

Jeff Briggs

From: Media District <lisa@mediadistrict.org>
Sent: Friday, March 04, 2016 1:24 PM
To: Laurie Goldman
Subject: FW: Draft Finance Committee Agenda Thursday March 10th 8:30AM
Attachments: Finance Committee Mtg, 3-10-2016 Agenda DRAFT.docx

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
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MediaDistrict.org

From: Lisa Schechter <lisa@mediadistrict.org>
Date: Friday, March 4, 2016 at 2:08 PM
To: Jeffrey Luster <jeff@majorproperties.com>
Cc: Jim Omahen <jim@mediadistrict.org>
Subject: Draft Finance Committee Agenda Thursday March 10th 8:30AM

Dear Jeff:

I have prepared the attached DRAFT Finance Committee Agenda for your review and comments. This agenda will be released by 5pm today in accordance with the Brown Act. Let me know if you have any suggestions and or additions.

Thank you

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
(323)860-0025 Direct
(323)860-0026 Fax

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Jeff Briggs

From: Media District <lisa@mediadistrict.org>
Sent: Friday, March 04, 2016 1:29 PM
To: Laurie Goldman
Subject: Revised DRAFT Executive Committee Agenda with addition of Annual Assessments
Attachments: Executive Committee Mtg, 3-10-2016 Agenda DRAFT.docx

Dear Laurie:

Attached is the revised EC Agenda with the addition under the Finance Committee (adding Annual Assessments)

Let me know if it is ready to be released

Thank you

Lisa Schechter
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Hollywood Media District BID
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Musicians Union - Hollywood, California
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Thank you

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Jeff Briggs

From: Lisa Schechter <lisa@mediadistrict.org>
Sent: Monday, March 14, 2016 12:47 PM
To: Laurie Goldman
Subject: Draft RFP Web Design Hollywood Media District
Attachments: HMD RFP Website Design & Development Services 2016.docx

Dear Laurie:

Please find attached a copy of the draft RFP for the web site design. JL has asked that all members review the draft RFP and comment by the close of business on Friday March 18th at 5pm. The next web committee meeting has be scheduled for Tuesday March 22nd at 12 noon (a working lunch committee - location to be determined.) Let me know if you have any questions and or comments.

Regards,

Lisa Schechter

HOLLYWOOD MEDIA DISTRICT BID

Request for Proposal for Website Design and Development Services

April 2016

I. Introduction

The Hollywood Media District (BID), a non-profit 501 (c) (4) corporation, seeks proposals for the design and development of its website.

Formed in 2000, the Hollywood Media District (BID) is comprised of nearly 330 unique property owners representing 526 parcels and over 350 businesses. The mission of the Media District is to enhance the security, cleanliness, beautification and commercial desirability of the area. We achieve this by maintaining a clean, safe and inviting environment for businesses, residents, and visitors; and by marketing the district's diverse industries, including food, health, arts, theater, and media.

In short, the Hollywood Media District (BID) is the driving force and caretaker for its stakeholders.

II. Website Design Goals

Our organization is looking to build a relationship with a communications design and strategy firm who is familiar with the Media district neighborhood and who can work closely with us to achieve our website goals:

- A. **Creative** – The Hollywood Media BID website – its look and feel – should reflect the creative, vibrant, and unique Hollywood environment.
- B. **Dynamic** – The website should be dynamic, featuring news, events and other current content.
- C. **Manageable** – The site should be designed in a way that is relatively easy to manage, maintain and update
- D. **Navigable** – The website should be user-friendly – intuitive and easy to navigate.
- E. **Useful** – The website should be a place where stakeholders, as well as Angelanos go for all the news and information about the Hollywood Media District. We are aiming to make the website the primary online source for the District.

III. Scope of Services

The Hollywood Media District seeks a new website with the following features and structure:

1. Content management system (CMS) to allow for client self-publishing.
2. Responsive design allowing the site to be optimized for all screen sizes, from desktop to mobile devices.
3. Dedicated pages for BID program areas (sanitation, public safety, marketing, events, public improvements, etc.)
4. Ground floor retail directory with profiles and promotional deals to be edited by owners, and approved by BID administrator.
5. Office/Commercial/Residential business directory, edited by owners, and approved by BID administrator.
6. Events and News.
7. Integrated map with locations/businesses and overlays that can be filtered
8. Email address list management and subscriptions.
9. Social media integration and redistributing content, as well as commenting and feed displays.
10. Newsletter creation and distribution.
11. Analytics integration (Google Analytics)
12. Basic Search Engine Optimizations (SEO) work.
13. Early Notification Subscription – For Meetings
14. Full support for all major browsers.
15. Evaluation of existing BID branding and logo.
16. Ongoing website support agreement after launch.

IV. Content

Homepage/Content Pages - Hollywood Media BID envisions a homepage with a combination of different blocks, static and dynamic. A page featuring high – quality images combined with text. The homepage should feature a navigation menu with the following content pages and sub pages:

The BID

- About the BID
- Programs & Services
- Documents & Reports
- News/Media Messenger
- Real Estate
- History of Media District
- Contact

The District

- Arts
- Theatre

- Dining
- Shopping
- Health & Fitness
- Animal Services
- Creative Services
- Professional Services
- Schools
- Transit & Parking

Site Maintenance

The website will be maintained by the Hollywood Media District BID staff; it is expected that the selected firm will instruct BID staff on how to maintain and update the site. Further the Hollywood Media District BID requests from firm an ongoing website support agreement after the successful launch of website.

V. Submission Process

Dates and Deadlines

RFP Release Date: Friday, April 1, 2016

Question Submission Deadline: Monday, April 11, 2016

Question Response Date: Friday, April 15, 2016

Proposal Submission Closing Date: Tuesday, May 3, 2016

Decision Notification Date: Mid June or July 2016

Submission Format

The Hollywood Media District BID requests one (1) written proposal, in addition to an electronic copy, by the Submission Closing Date.

Written and electronic proposal must be submitted to the Hollywood Media District BID by the close of business day 5:00pm, on Tuesday, May 3rd, 2016 and addressed to:

Lisa Schechter, Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
Phone: 323-860-0025
Fax: 323-860-0026
Email: lisa@mediadistrict.org

Questions & Answers

Questions regarding this RFP should be submitted in writing to Lisa Schechter, Executive Director, no later than Monday, April 11, 2016. Questions can be submitted via email to lisa@mediadistrict.org. A list of questions and responses will be distributed to all firms on or before Friday, April 15, 2016.

Proposal Content

The submission shall contain the following information:

The Proposal

- Project Overview: The proposal must include a detailed statement of the respondent's approach and ability to provide the services as outlined in the Scope of Services. The narrative should illustrate clearly that the respondent is capable of and experienced in the services necessary for the complete performance of the project.
- If applicable: sub-consultants and project role, along with relevant experience and contact information.
- Proposed project timeline.
- Estimated costs for the work as defined in the Scope of Services.

About the Proposer

- Name of firm, address, phone number, URL and email address.
- A description of the company, including a brief history of the firm, philosophy, and the key principals. Please include the name and bios of the individual(s) who would be assigned to work with the BID, and what their respective role would be.
- A description or example of services the respondent has previously provided to organizations with similar requirements to those contained herein. The names and addresses and telephone numbers of three (3) references who can attest to the respondent's services.
- Relevant knowledge, if any, of the Hollywood Media BID neighborhood, businesses, and developments.
- Current client list.

The Hollywood Media BID reserves the right to request additional information or material it may deem necessary to evaluate each Proposer's qualifications, past experience and current activities.

VI. Selection

The Hollywood Media District will select the respondent, which, in the sole judgment of the Hollywood Media District Board, most successfully demonstrates

the necessary qualities to undertake the project, offers the most effective proposal, and best meets the needs and goals of our organization. The Hollywood Media District BID reserves full right to reject all proposals if it so chooses. Under no circumstances will the Hollywood Media District BID pay any costs incurred by a respondent in responding to this RFP. The review and selection of a proposal submitted by a respondent will create no legal submission or equitable right in favor of the respondent, including without limitation, rights of enforcement or reimbursement.

Selection Criteria

Criteria on which the Hollywood Media District BID will base its selection may include, without limitation, the following:

- The respondent's demonstration of experience in providing services similar to those required by the RFP.
- The quality of the respondent's management, reputation, and its references.
- The quality of the proposal and the degree to which it demonstrates the respondent's full understanding of and ability to perform the services required by the RFP.

Interviews

Interviews may be held with any or all of the respondents after the receipt and review of the proposals. The Hollywood Media District BID reserves the right to select a winning proposer based solely on the proposal itself, without subsequent interviews.

Review of Submissions

The Hollywood Media District will review all submissions for completeness and responsiveness to the RFP. The Hollywood Media District BID reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent's qualifications and past experience, or clarification or modification of any submitted proposal. The Hollywood Media District BID will permit the correction of deficient submission that do not completely conform to this RFP on case-by-case basis. The Hollywood Media District BID may conduct discussions with some of the respondents submitting proposals and not others. The Hollywood Media District BID reserves the right, in its sole discretion, to reject at any time any or all proposals, and to withdraw this RFP without notice.

VII. General Terms

Indemnification

The respondent agrees to indemnify and hold Hollywood Media District BID, their agents and employees, harmless from any and all claims, damage, loss, judgment, or liabilities including costs and expenses, legal or otherwise, to which they may be subject as a result of any act or omission of the respondent, its agents, employees, subcontractors, contractors, or permittees in connection with this RFP. The respondent shall be solely responsible for the safety and protections of all its employees and shall assume all liability for injuries, including death that may occur to said employees due to the negligence, fault or default of the respondent. The respondent shall also require such indemnification from its contractors, subcontractors and permittees.

DRAFT

Jeff Briggs

From: Laurie Goldman <laurielgoldman@earthlink.net>
Sent: Monday, March 14, 2016 3:20 PM
To: 'Fabio Vasco'; 'Lisa Schechter'
Cc: 'Jim Omahen'
Subject: RE: SIGNATURE REQUIRED HMD 2015 Draft Tax Returns for your review and accept

Thanks for the explanation Fabio. I will sign and return in the morning (late for a meeting with Caltrans ☺).

I would like you to prepare a reconciliation of the financial review and tax returns for our files – get to it when you can.

Love,
Laur

From: Fabio Vasco [mailto:flvasco@gtlcpa.com]
Sent: Monday, March 14, 2016 3:04 PM
To: Laurie Goldman; 'Lisa Schechter'
Cc: 'Jim Omahen'
Subject: RE: SIGNATURE REQUIRED HMD 2015 Draft Tax Returns for your review and accept

Hi Laurie,

As you may remember the 4qtr report to the City was due and submitted by Jan 31 and the annual review was started on or about February 5 and concluded when the board accepted the final draft at their February 25th meeting;

I know of at least two differences:

1. The In-kind donations have never been included in the amounts reported to the City;
2. We proposed an adjustment to the books recording as income in 2015 the "2015 general benefit" funds received by the BID either late Jan2016 or early Feb2016;

If you like, we can prepare for your review a reconciliation of the financial review and tax returns to the 4th quarter 2015 report to the City for your files? Please let me know.

For other BIDs, we conclude the review and board approval late April, thus the review and tax returns need also reconciliations to the amounts reported to the City, as we adjustments to the books are always necessary.

Regards,
Fabio Vasco, CPA

GTL, LLP

CPAs and Business Consultants

We have Moved!!

15315 Magnolia Blvd. Suite 110
Sherman Oaks, CA 91403
Office 818.509.0066, ext 109
Fax 818.508.0142

Cell 818.642.0859

From: Laurie Goldman [<mailto:laurielgoldman@earthlink.net>]
Sent: Monday, March 14, 2016 2:17 PM
To: 'Lisa Schechter'
Cc: 'Jim Omahen'; Fabio Vasco
Subject: RE: SIGNATURE REQUIRED HMD 2015 Draft Tax Returns for your review and accept

Thanks Lisa – I understood what to sign however I wanted to make sure the numbers gel with what we've reported to the City before signing.

Laur

From: Lisa Schechter [<mailto:lisa@mediadistrict.org>]
Sent: Monday, March 14, 2016 1:59 PM
To: Laurie Goldman
Cc: Jim Omahen; Fabio Vasco
Subject: SIGNATURE REQUIRED HMD 2015 Draft Tax Returns for your review and accept

Dear Laurie:

I have contacted Fabio to discuss the HMD 2015 Tax Filings. The first two (2) forms that require your signature as President of the Organization allow Fabio Vasco (GLT, LLP) to E-File on the BID's behalf. Form 8879-EO is authorization for the Federal Government and Form 8453-EO is the State of California' authorization. Both of these two forms are ok to execute on behalf of the BID. As for the 2015 Tax Return For Federal and State - I have reviewed the numbers with Fabio and made sure that the Boardmembers were listed correctly. So with that being said, please execute the two (2) e-file authorization forms (8879-EO Federal & 8453-EO State) and Fabio will send them out on behalf of the BID.

Any questions please advise

Sincerely,

Lisa Schechter
Executive Director
Hollywood Media District
323-860-0025

From: Fabio Vasco <flvasco@gtlcpa.com>
Date: Saturday, March 12, 2016 at 12:04 PM
To: Laurie Goldman <laurielgoldman@earthlink.net>
Cc: Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>
Subject: HMD 2015 Draft Tax Returns for your review and accept

Good morning Laurie, Lisa and Jim,

Attached please find a draft of the 2015 tax returns for the Hollywood Media District for your review;

If all is ok, attached are also forms 8879-EO and 8453-EO for Laurie to sign and email back authorizing us to e-file the returns on your behalf; once the returns are accepted by the IRS and the CA FTB, we will email you a final PDF and a bound copy for your files. Thx

Regards,

Fabio Vasco, CPA

GTL, LLP

CPAs and Business Consultants

We have Moved!!

15315 Magnolia Blvd. Suite 110

Sherman Oaks, CA 91403

Office 818.509.0066, ext 109

Fax 818.508.0142

Cell 818.642.0859

Jeff Briggs

From: Laurie Goldman <laurielgoldman@earthlink.net>
Sent: Tuesday, March 15, 2016 3:21 PM
To: David Bass; ferriswehbe@gmail.com; lisa@mediadistrict.org
Subject: NII

FYI, NNI has been moved to the March 2017 City ballot. I'm at City Hall and word around here is that this is bad news for Mayor EG & CM MOF. Weinstein is after Eric....

Laurie

Laurie - Sent from Smart Phone

Jeff Briggs

From: Laurie Goldman <laurielgoldman@earthlink.net>
Sent: Tuesday, March 15, 2016 3:22 PM
To: David Bass; ferriswehbe@gmail.com; lisa@mediadistrict.org
Subject: FW: Weinstein Initiative will not be on November Ballot

Importance: High

FYI

Laurie - Sent from Smart Phone

From: Ruben Gonzalez
Sent: 3/15/2016 12:00 PM
To: Stuart Waldman ESQ. (stuart@vica.com); Marie Rumsey; Aaron Green; jneuman@linerlaw.com; Carol Schatz; James Litz; Parke Skelton; ATARTAKOVSKY@CRESCENTHEIGHTS.COM; tpiasky@bialav.org; Gubler, Leron; laurielgoldman@earthlink.net; Jessica Duboff; Sam Garrison; Mike Shimpock; Kian Kaeni; dsoyka@suncal.com; crangel@bialav.org; ffaye@suncal.com
Subject: Weinstein Initiative will not be on November Ballot

At 11 am today Michael Weinstein and Jill Stewart announced that they were stopping collecting signatures to put their initiative on the November ballot. Info is still sketchy at this point but here is what we have heard.

1. The proponents have modified the initiative, we do not yet have a copy, but according to some folks in the media they believe it will have some exemptions for affordable housing added and other as yet unknown modifications. We will share a copy as we get it. (thanks to Marie from CCA for working on getting a copy)
2. The modified version is only 8 pages as opposed to the original 22 pages. So we will need to review how that impacts
3. Proponents plan to refile the modified initiative and collect signatures for the March ballot, we will pull together information on the timing and deadlines for that action.

Next steps for us

1. We will be keeping the Monday briefing/fundraiser at the chamber. Reminder this is Monday the 21st at 12noon in the board room at the LA Area Chamber. This will be a briefing and overview of the initiative and call to support. We already have 20 plus RSVP, so we want to keep this meeting.
2. We will have our normal steering committee meeting NEXT Thursday the 24th at 2pm (REMINDER WE ARE NOT MEETING THIS Thursday). At that point we will have better arms around the change in tactic from proponents and proposed next steps.

Regarding the Labor Initiative:

- Our hope at the Chamber is given that the stated rationale for the labor initiative was to counter the Weinstein initiative, we hope that our friends in labor will choose to not collect signatures and work with all stakeholders on broad based policy proposals to increase housing and create jobs.

If anyone has any questions please feel free to call me or email me. Please do not reply all, so we don't get everyone caught in a massive email thread.

Best,

Ruben